

IN THE CLAIMS:

A status of all the claims of the present Application is presented below:

1-28. **(Canceled)**

29. **(Currently Amended)** A computer-implemented ordering system, comprising:
an interface adapted to provide a representation of a consumer item and an option associated with the consumer item; and

a presentation module adapted to provide a real-time preview representation of the consumer item updated with the option in response to a user clicklessly positioning a cursor over an icon corresponding to the option, the presentation module adapted to indicate to the user unavailability of at least one other option associated with the consumer item based on the update to the consumer item.

30. **(Previously Presented)** The system of Claim 29, wherein the presentation module is adapted to update a stored representation of the consumer item updated with the option in response to the user clicking on the icon.

31. **(Previously Presented)** The system of Claim 29, wherein the option associated with the consumer item depends at least in part on a previously selected option.

32. **(Previously Presented)** The system of Claim 29, wherein the presentation module is adapted to provide attribute data associated with the consumer item.

33. **(Previously Presented)** The system of Claim 29, wherein the presentation model is adapted to automatically update in real-time attribute data associated with the preview representation of the consumer item updated with the option.

34. **(Previously Presented)** The system of Claim 29, wherein the presentation module is adapted to prevent selection of the option by a user in response to a previously selected option by the user.

35. **(Previously Presented)** The system of Claim 29, wherein the presentation module is adapted to provide an audio preview representation of the consumer item updated with the option.

36. **(Currently Amended)** A computer-implemented ordering method, comprising:
providing a representation of a consumer item and an option associated with the consumer item; and

providing a real-time preview representation of the consumer item updated with the option in response to a user clicklessly positioning a cursor over an icon corresponding to the option; and

indicating to the user unavailability of at least one other option associated with the consumer item based on the update to the consumer item.

37. **(Previously Presented)** The method of Claim 36, further comprising updating a stored representation of the consumer item updated with the option in response to the user clicking on the icon.

38. **(Previously Presented)** The method of Claim 36, further comprising providing attribute data associated with the consumer item.

39. **(Previously Presented)** The method of Claim 36, further comprising automatically updating in real-time attribute data associated with the preview representation of the consumer item updated with the option.

40. **(Previously Presented)** The method of Claim 36, wherein providing a representation comprises providing an audio preview representation of the consumer item updated with the option.

41. **(Previously Presented)** The method of Claim 36, further comprising preventing selection of the option by a user in response to a previously selected option by the user.

42. **(Currently Amended)** A computer-implemented ordering system, comprising:
means for providing a representation of a consumer item and an option associated with the consumer item; and
means for providing a real-time preview representation of the consumer item updated with the option in response to a user clicklessly positioning a cursor over an icon corresponding to the option; and
means for indicating to the user unavailability of at least one other option associated with the consumer item based on the update to the consumer item.

43. **(Previously Presented)** The system of Claim 42, wherein the means for providing a real-time preview representation comprises means for updating a stored representation of the consumer item updated with the option in response to the user clicking on the icon.

44. **(Previously Presented)** The system of Claim 42, wherein the means for providing a real-time preview representation comprises means for providing attribute data associated with the consumer item.

45. **(Previously Presented)** The system of Claim 42, wherein the means for providing a real-time preview representation comprises means for automatically updating in real-time attribute data associated with the preview representation of the consumer item updated with the option.

46. **(Previously Presented)** The system of Claim 42, wherein the means for providing a real-time preview representation comprises means for preventing selection of the option by a user in response to a previously selected option by the user.

47. **(Previously Presented)** The system of Claim 42, wherein the means for providing a real-time preview representation comprises means for providing an audio preview representation of the consumer item updated with the option.

48. **(Previously Presented)** The system of Claim 42, further comprising means for acquiring statistical data associated with the consumer item.

49. **(New)** A computer-implemented ordering system, comprising:
an interface adapted to provide a representation of a consumer item and at least two different categories of options associated with the consumer item; and
a presentation module adapted to provide a real-time preview representation of the consumer item updated with an option selected by a user from one of the at least two categories of options, the presentation module adapted to indicate to the user unavailability of an option in another of the at least two categories of options based on the selected option.

50. **(New)** The system of Claim 49, wherein the presentation module is adapted to update a stored representation of the consumer item updated with the selected option.

51. **(New)** The system of Claim 49, wherein the selected option depends at least in part on a previously selected option.

52. **(New)** The system of Claim 49, wherein the presentation module is adapted to provide attribute data associated with the consumer item.

53. **(New)** The system of Claim 49, wherein the presentation model is adapted to automatically update in real-time attribute data associated with the preview representation of the consumer item updated with the selected option.

54. **(New)** The system of Claim 49, wherein the presentation module is adapted to prevent selection of the unavailable option by a user in response to the selected option.

55. **(New)** The system of Claim 49, wherein the presentation module is adapted to provide an audio preview representation of the consumer item updated with the selected option.

56. (New) The system of Claim 49, wherein the presentation module is adapted to indicate selection of an option in response to the user clicklessly positioning a cursor over an icon representing the option.